



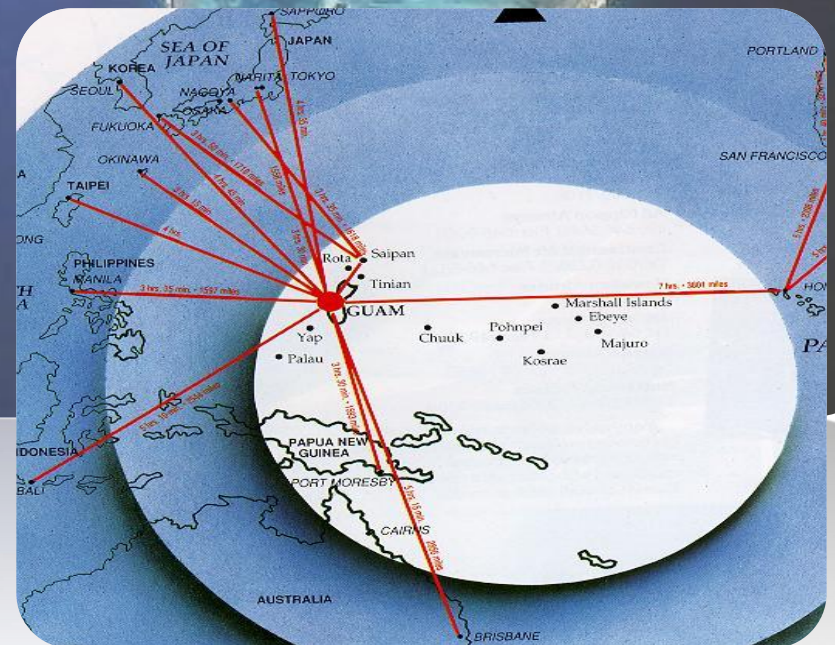
# Institutionalizing Cessation On A Pacific Island

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# 13° N, 144°E LOCATION: GUAM



# Pre- 2003

- No systematic collation and analysis of data on tobacco use.
- No strategic plan for preventing and controlling tobacco use.
- No infrastructure and minimum capacity for delivering tobacco control services.





# Step 1: Assessment

- The top 3 causes of death were all tobacco-related:
  - Heart disease
  - Cancer
  - Stroke
- In 1999, half of ~720 deaths were tobacco-related.

**“Every day, tobacco kills one person on Guam.”**

# Step 2: Strategic Planning

- DMHSA Prevention and Training Strategic Plan:
  - Build capacity for cessation
  - Use evidence-based approaches to increase demand for cessation
  - Develop a system for surveillance, monitoring, and evaluation





# Step 3: Capacity Building



Medical  
Treatment

Intensive  
Counseling

Brief Advice

# 2005 - Guam's First Brief Tobacco Intervention Class / T.O.T.





# Growth through Tobacco Control Legislation

- 1999 Guam's first SYNAR Inspection
- 2003 DMHSA Tobacco Control Program
- 2004 D.O.C. goes Smoke-Free
- 2005 Natasha Protection Act
- 2007 Gov. of Guam goes Tobacco-Free,
- 2007 Guam Quit Line  
(Uni. of Guam & Guam Community College)
- 2009 Buffer Zone (20 ft.)
- 2010 \$ 3.00 Per Pack Tax Increase



# The Future

- Increase the number of intensive cessation counselors
- Broaden the number of individuals skilled at brief interventions to private health sector and to community members
- Integrate training in brief cessation interventions into other relevant public health program.
  - Diabetes, cancer control, other chronic diseases
  - WIC, Maternal and child health, Head Start program, Environmental health.
- Evaluate impact and outcomes of training

# Ideal Situation

- Early Intervention / Greater Cessation Efforts
- Continue Tobacco Legislation
- Enforcement of Tobacco Laws



Prevention & Early Intervention

Prevention & Early Intervention



# For more information

- Visit our website @ [www.peaceguam.org](http://www.peaceguam.org)





Thank You  
&  
Un Dangkulu Na Si Yu'us  
Ma'ase